

Rep Order# 9821867 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 57414

Printed: 09/19/2012 1:21 PM
Last Received: 09/19/2012 12:15 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product OHIO FAMILIES UNITED
Estimate# 1641
Buyer Michele Certo
Phone#
Fax#

Agency () THE NEW MEDIA FIRM
904 PENNSYLVANIA AVENUE SE, #2
WASHINGTON, DC 20003
Agency C/P1/P2/E 383/403/1641
Flight Dates 09/19/2012 - 09/25/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

OHIO FAMILIES UNITED *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-MKGD FOR LINE 26 OK. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*26	SU	630P-7P	LOCAL12-630 SJ	:30	\$1,500.00	09/23-09/23	0	0	0	\$0.00	
				Sales Remark: V3 1X NA								
				V3 Comment Changed, Spots/week Changed								
	*33	M-TU	6A-7A	NEWS	:30	\$1,500.00	09/24-09/25	1	1	1	\$1,500.00	
				Sales Remark: V3 MKGD FOR LINE 26								
				V3 Added								

---REPORT TOTALS---

Report Totals: 1 / \$1,500.00

---SALES MONTHLY TOTALS---

Sep 12: 32 / \$61,750.00
Sales Totals: 32 / \$61,750.00
Station Totals: 32 / \$61,750.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$212,931	CABL	0%	EKRC	3%	UNKN	0%	WBQC	0%	WCPC	29%
		WKRC	29%	WLWT	22%	WSTR	3%	WXIX	14%		

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Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

---COMPETITIVE COMMENTS---

WKRC = 61750
EKRC = 6400
WCPC = 60575
WLWT = 45950
WXIX = 29600
WSTR = 5950
TTL = 210225

Books null
Demos RA35+

Rep Order# 9821867 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 57414

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--- REMARKS ---

pls see line 26
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*26	SU	630P-7P	LOCAL12-630 SJ	:30	\$1,500.00	09/23-09/23	1	1	1	\$1,500.00	
				Station Remark: V2 1x na 9/23 no news mg mon-tue 6-7a news w/o 9/24 ncir								

---REPORT TOTALS---

Report Totals: 1 / \$1,500.00

---SALES MONTHLY TOTALS---

Sep 12: 32 / \$61,750.00
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Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$212,931	CABL	0%	EKRC	3%	UNKN	0%	WBQC	0%	WCPO	29%
		WKRC	29%	WLWT	22%	WSTR	3%	WXIX	14%		

---COMPETITIVE COMMENTS---

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Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

WKRC = 61750
EKRC = 6400
WCPC = 60575
WLWT = 45950
WXIX = 29600
WSTR = 5950
TTL = 210225

Books null
Demos RA35+

Connell II, Jim

From: dmcullah@wkrc.com
Sent: Tuesday, September 18, 2012 3:31 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: Ohio Families United - 57414

Station: WKRC-TV

Order Information:

Order #: 57414
Order Total: \$61,750.00
Agency: New Media Firm
Advertiser: Ohio Families United
Product: OHIO FAMILIES UNITED
Alternate Order #: 09821867
Estimate #: 1641
Flight Dates: 09/19/12 - 09/25/12
Demo: Households

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (57414-26-1):

Rate: \$1,500.00
Air Date: Sun 09/23/12
Eligible Days: -----Su
Inventory Code: 630p Local 12 News Sun
Inventory Description: 630p Local 12 News Sun
Inventory Code Time: 6:30 PM-7:00 PM
Spot Type: NM
Length: :30
Channel(s): [1] WKRC
Priority: Non Preemptible Spot
Preempt Reason: Program Change -No Return

*1x Mon-Tue
6-7A W 9/24 MRC*

Spot Manager: All, 09/19/12-09/25/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE	
Advertiser: Ohio Families United													
Agency: New Media Firm													
Station: WKRC-TV													
Order: 57414													
Line: 1													
09/19/12	Wednesday	5:42:22 AM	:30	\$1,100.00	TV101X	5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	OHIO FAMILIES UNITED 1641		P-1	1	MWASH-	
											\$1,100.00	1	
Line: 2													
09/21/12	Friday	5:35:35 AM	:30	\$1,100.00		5a Good Morn Cincinna	(5:30:00 AM-6:00:00 A	OHIO FAMILIES UNITED 1641		P-1	1	MWASH-	
											\$1,100.00	1	
Line: 3													
09/20/12	Thursday	6:11:57 AM	:30	\$1,400.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	OHIO FAMILIES UNITED 1641		P-1	1	MWASH-	
											\$1,400.00	1	
Line: 4													
09/24/12	Monday	6:05:26 AM	:30	\$1,400.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	OHIO FAMILIES UNITED 1641		P-1	1	MWASH-	
											\$1,400.00	1	
Line: 5													
09/25/12	Tuesday	6:05:56 AM	:30	\$1,400.00		6a Good Morn Cincinna	(6:00:00 AM-6:30:00 A	OHIO FAMILIES UNITED 1641		P-1	1	MWASH-	
											\$1,400.00	1	
Line: 6													
09/20/12	Thursday	7:59:25 AM	:30	\$950.00		CBS This Morning	(7:00:00 AM-7:30:00 A	OHIO FAMILIES UNITED 1641		P-1	1	MWASH-	
											\$950.00	1	
Line: 7													
09/24/12	Monday	7:58:55 AM	:30	\$950.00		CBS This Morning	(7:00:00 AM-7:30:00 A	OHIO FAMILIES UNITED 1641		P-1	1	MWASH-	
											\$950.00	1	
Line: 8													
09/25/12	Tuesday	7:58:25 AM	:30	\$950.00		CBS This Morning	(7:00:00 AM-7:30:00 A	OHIO FAMILIES UNITED 1641		P-1	1	MWASH-	
											\$950.00	1	
Line: 9													
09/22/12	Saturday	7:38:55 AM	:30	\$1,000.00		6a-8a Local 12 News S	(7:30:00 AM-8:00:00 A	OHIO FAMILIES UNITED 1641		P-1	1	MWASH-	
											\$1,000.00	1	
Line: 10													
09/22/12	Saturday	8:24:24 AM	:30	\$1,400.00		CBS This Morning Satu	(8:00:00 AM-8:30:00 A	OHIO FAMILIES UNITED 1641		P-1	1	MWASH-	
											\$1,400.00	1	
Line: 11													
09/23/12	Sunday	10:53:19 AM	:30	\$3,500.00		CBS Sun Morning	(10:00:00 AM-10:30:00	OHIO FAMILIES UNITED 1641		P-1	1	MWASH-	
											\$3,500.00	1	
Line: 12													
09/19/12	Wednesday	11:58:56 AM	:30	\$3,500.00	TV101X	The Price is Right	11:00 AM-12:00 PM	OHIO FAMILIES UNITED 1641		P-1	1	MWASH-	
											\$3,500.00	1	
Line: 13													
09/24/12	Monday	11:29:21 AM	:30	\$3,500.00		The Price is Right	11:00 AM-12:00 PM	OHIO FAMILIES UNITED 1641		P-1	1	MWASH-	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/19/12-09/25/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Ohio Families United												
Agency: New Media Firm												
Station: WKRC-TV												
Order: 57414												
Line: 13												
				\$3,500.00							1	
Line: 14												
09/20/12	Thursday	1:29:26 PM	:30	\$1,500.00		Young & the Restless	12:30 PM-1:30 PM	OHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$1,500.00							1	
Line: 15												
09/24/12	Monday	1:29:21 PM	:30	\$1,500.00		Young & the Restless	12:30 PM-1:30 PM	OHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$1,500.00							1	
Line: 16												
09/25/12	Tuesday	1:59:11 PM	:30	\$1,500.00		Young & the Restless	12:30 PM-1:30 PM	OHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$1,500.00							1	
Line: 17												
09/20/12	Thursday	3:03:53 PM	:30	\$2,200.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	OHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$2,200.00							1	
Line: 18												
09/25/12	Tuesday	5:20:57 PM	:30	\$2,200.00		5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	OHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$2,200.00							1	
Line: 19												
09/19/12	Wednesday	5:58:06 PM	:30	\$2,400.00		TV101X 5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	OHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$2,400.00							1	
Line: 20												
09/21/12	Friday	5:57:21 PM	:30	\$2,400.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	OHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$2,400.00							1	
Line: 21												
09/24/12	Monday	5:34:11 PM	:30	\$2,400.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	OHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$2,400.00							1	
Line: 22												
09/25/12	Tuesday	5:49:18 PM	:30	\$2,400.00		5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	OHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$2,400.00							1	
Line: 23												
09/19/12	Wednesday	6:11:53 PM	:30	\$2,800.00		TV101X 6p Local 12 News at Six	6:00 PM-6:30 PM	OHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$2,800.00							1	
Line: 24												
09/21/12	Friday	6:12:38 PM	:30	\$2,800.00		6p Local 12 News at Six	6:00 PM-6:30 PM	OHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$2,800.00							1	
Line: 25												
09/24/12	Monday	6:29:01 PM	:30	\$2,800.00		6p Local 12 News at Six	6:00 PM-6:30 PM	OHIO FAMILIES UNITED 1641		P-1	1	MWASH
				\$2,800.00							1	

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 09/19/12-09/25/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Ohio Families United												
Agency: New Media Firm												
Station: WKRC-TV												
Order: 57414												
Line: 27												
09/20/12	Thursday	1:18:42 PM	:30	\$3,200.00		11p M-F Local 12 News	11:00 PM-11:35 PM	OHIO FAMILIES UNITED 1641		P-1	1	MWASH-
				\$3,200.00								1
Line: 28												
09/25/12	Tuesday	1:34:00 PM	:30	\$3,200.00		11p M-Su Local 12 New	11:00 PM-11:35 PM	OHIO FAMILIES UNITED 1641		P-1	1	MWASH-
				\$3,200.00								1
Line: 29												
09/19/12	Wednesday	2:24:30 XM	:30	\$1,200.00	TV101X	Letterman	11:35 PM-12:35 XM	OHIO FAMILIES UNITED 1641		P-1	1	MWASH-
				\$1,200.00								1
Line: 30												
09/21/12	Friday	2:26:00 XM	:30	\$1,200.00		Letterman	11:35 PM-12:35 XM	OHIO FAMILIES UNITED 1641		P-1	1	MWASH-
				\$1,200.00								1
Line: 31												
09/24/12	Monday	2:25:15 XM	:30	\$1,200.00		Letterman	11:35 PM-12:35 XM	OHIO FAMILIES UNITED 1641		P-1	1	MWASH-
				\$1,200.00								1
Line: 32												
09/22/12	Saturday	3:58:56 PM	:30	\$1,200.00		Sat Reg 1	8:00 PM-9:00 PM	OHIO FAMILIES UNITED 1641		P-2	1	MWASH-
				\$1,200.00								1
Line: 33												
09/24/12	Monday		:30	\$1,500.00		6a Good Morn Cincinna	6a-7a	OHIO FAMILIES UNITED 1641		P-1	1	MWASH-
				\$1,500.00								1
				\$61,750.00								32
				\$61,750.00								32
				\$61,750.00								32
				\$61,750.00								32
				\$61,750.00								32
				\$61,750.00								32

[Filtered by:] [Sorted by: Station]